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**EFFECTS OF PERCEIVED E-SERVICE QUALITY,
CUSTOMER TRUST AND E-SATISFACTION ONE-
LOYALTY IN MALAYSIAN E-COMMERCE INDUSTRY**



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**EFFECTS OF PERCEIVED E-SERVICE QUALITY, CUSTOMER TRUST
AND E-SATISFACTION ONE-LOYALTY
IN MALAYSIAN E-COMMERCE INDUSTRY**

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**Thesis submitted to
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Master of Sciences (Management)**



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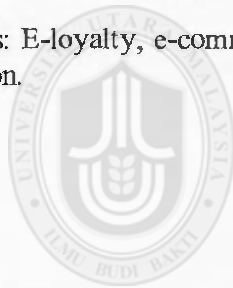
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ABSTRACT

E-loyalty is a significant influential factor to online business to capture more market share and increase profitability. The number of online store and e-business model increasing from year to year especially in this decade which caused high competitive among all the competitors. E-loyalty is to secure the business enable to survive and grow in the future. The purpose of this research is to examine the relationship and effect between perceived e-service quality, customer trust and e-satisfaction on e-loyalty in Malaysia e-commerce industry. In specific, perceived e-service quality, customer trust and e-satisfaction were used as the measurement tool to analyse the relationship and effect on e-loyalty. This data for this research was collected through survey method with 37 items in the survey questionnaire. Total of 390 respondents included in this research was randomly selected using convenient sampling technique among customers who have online purchase experience in Penang area. The study used SPSS version 22.0 to analyze the data. The findings indicate that perceived e-service quality, customer trust and e-satisfaction are significant positive relationship and effect e-loyalty. The results of this study can be used by an online store, other e-business or management to perform better in relation. The findings extend the researcher's understanding of predictors such as perceived e-service quality, customer trust and e-satisfaction that influence e-loyalty among online store in Malaysia.

Keywords: E-loyalty, e-commerce, perceived e-service quality, customer trust, and e-satisfaction.



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ABSTRAK

E-kesetiaan adalah faktor yang mempengaruhi perniagaan dalam talian untuk menangkap syer pasaran dan meningkatkan keuntungan. Bilangan kedai dalam talian dan model e-perniagaan meningkat dari masa ke masa terutamanya dalam dekad ini, ia meningkatkan persaingan dalam pasaran. E-kesetiaan adalah untuk memastikan perniagaan dapat bertahan dan berkembang pada masa depan. Tujuan kajian ini adalah untuk mengkaji hubungan dan kesan antara tanggapan kualiti e-perkhidmatan, kepercayaan pelanggan dan e-kepuasan terhadap e-kesetiaan dalam e-dagang Malaysia. Secara khusus, tanggapan kualiti e-perkhidmatan, kepercayaan pelanggan dan e-kepuasan digunakan sebagai alat ukur untuk menganalisis hubungan dan kesan terhadap e-kesetiaan. Data ini untuk kajian ini dikumpulkan melalui kaedah tinjauan dengan 37 item soal selidik. Jumlah 390 responden menyertai dalam kajian ini yang dipilih secara rawak dengan menggunakan teknik pensampelan yang mudah di kalangan pelanggan yang mempunyai pengalaman membeli dalam talian di kawasan Penang. Kajian ini menggunakan SPSS versi 22.0 untuk menganalisis data. Penemuan menunjukkan bahawa tanggapan kualiti e-perkhidmatan, kepercayaan pelanggan dan e-kepuasan adalah hubungan positif dan memberi kesan kepada e-kesetiaan. Hasil kajian ini dapat digunakan oleh kedai talian, e-perniagaan atau pengurusan untuk menghasilkan strategi yang lebih baik. Penemuan ini menambahkan kefahaman para penyelidik tentang peramal-peramal yang mempengaruhi e-kesetiaan seperti tanggapan kualiti e-perkhidmatan, kepercayaan pelanggan dan e-kepuasan di kalangan kedai dalam talian di Malaysia.

Kata kunci: E-kesetiaan, e-dagang, tanggapan kualiti e-perkhidmatan, kepercayaan pelanggan, dan e-kepuasan.

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LIST OF ABBREVIATIONS

Abbreviation	Descriptions of Abbreviation
B2B	Business-To-Business
B2C	Business-To-Customer
CIS	Customer Information Satisfaction
CT	Customer Trust
FMCG	Fast-Moving Consumer Goods
GDP	Gross Domestic Product
ICT	Information And Communications Technology
LOY	E-Loyalty
MITI	Malaysia International Trade And Industry
N	Population Size
QUAL	Perceived E-Service Quality
S	Sample Size
SAT	Satisfaction
SD	Standard Deviation
SERVQUAL	Service Quality Model
SET	Social Exchange Theory
SME	Small And Medium Enterprises
SPSS	Statistical Package For The Social Sciences
USM	Universiti Sains Malaysia

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

The e-commerce industry has been a popular topic around the world, and it has helped to create more and more business opportunities over the years. However, the e-commerce industry in Malaysia is still growing, and not many studies conducted regarding on how perceived e-service quality, customer trust and e-satisfactory influence e-loyalty in Malaysia e-commerce industry. This study investigates the relationship and effect of perceived e-service quality, customer trust and e-satisfactory on e-loyalty in Malaysia e-commerce industry. In this chapter, the background of the study, problem statement, research question, research objectives, significance of the study and the scope of research will be discussed.

Meanwhile, in the chart below, B2B is working well in the e-commerce business as compared to B2C. However, all of the data showed positive growth, which concludes that e-commerce is growing steadily in Malaysia. Customer satisfaction in buying online can help improve customer loyalty (Saeed, Rehman, Akhtar, & Abbas, 2014). Many researchers found out that it is hard for online businessmen to retain their customers even though e-commerce is booming nowadays. It is because e-commerce business faces greater competition as compared to traditional business, and it is easier for customers to get distracted by advertisements online (Eid, 2011). Furthermore, e-commerce considers as a growing industry in Malaysia, and there are not much good case practices the online

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Appendices

Appendix A: Adopted and Adapted Items and Original Items

i) Perceived E-Service Quality

Original Item		Adapted Item	Sources	Cronbach Alpha
1.	XYZ has up-to-date equipment.	1. This online store has up-to-date website.	J. Joseph Cronin, Jr. & Steven A Taylor(1992)	0.890
2.	XYZ's physical facilities are visually appealing.	2. This online store's website is visually appealing.		
3.	XYZ's employees are well dressed and appear neat.	3. This online store is neat in appearance.		
4.	The appearance of the physical facilities of XYZ is in keeping with the type of service provided.	4. The appearance of the online store is in keeping with the type of service provided.		
5.	When XYZ promises to do something by a certain time, it does so.	5. When this online store promises to do something by a certain time, it does so.		
6.	When you have problems, XYZ is sympathetic and reassuring.	6. When you have problems, this online store is sympathetic and reassuring.		
7.	XYZ is dependable.	7. This online store is dependable.		
8.	XYZ provides its services at the time it promises to do so.	8. This online store provides its services at the time it promises to do so.		
9.	XYZ keeps its records accurately.	9. This online store keeps its records accurately.		
10.	XYZ does not tell its customers exactly when services will be performed.	10. This online store does not tell its customers exactly when services will be performed.		

11. You do not receive prompt service from XYZ employees.	11. You do not receive prompt service from this online store.
12. Employees of XYZ are not always willing to help customers.	12. This online store are not always willing to help customers.
13. Employees of XYZ are too busy to respond to customer requests promptly.	13. This online store are too busy to respond to customer requests promptly.
14. You can trust employees of XYZ	14. You can trust this online store.
15. You can feel safe in your transactions with XYZ's employees.	15. You can feel safe in your transactions with this online store.
16. Employees of XYZ are polite.	16. Employees of this online store are polite.
17. Employees get adequate support from XYZ to do their jobs well.	17. Employees get adequate support from this online store to do their jobs well.
18. XYZ does not give you individual attention.	18. This online store does not give you individual attention.
19. Employees of XYZ do not give you personal attention.	19. This online store do not give you personal attention.
20. Employees of XYZ do not know what your needs are.	20. This online store do not know what your needs are.
21. XYZ does not have your best interests at heart.	21. This online store does not have your best interests at heart.
22. XYZ does not have operating hours convenient to all their customers.	22. This online store does not have operating hours convenient to all their customers.

Appendix A: Adopted and Adapted Items and Original Items (Continued)

ii) Customer Trust

	Original Item	Adopted Item	Sources	Cronbach Alpha
1.	[Business name] is an organization that can be trusted at all times.	1. This online store is an organization that can be trusted at all times.	Andreas B. Eisingerich & SimonJ. Bell (2008)	0.929
2.	[Business name] is an organization that is honest and truthful.	2. This online store is an organization that is honest and truthful.		
3.	[Business name] is an organization that can be counted on to do what is right.	3. This online store is an organization that can be counted on to do what is right.		
4.	I have confidence in [business name] as an organization.	4. I have confidence in this online store as an organization.		

Appendix A: Adopted and Adapted Items and Original Items (Continued)

iii) E-Satisfaction

Original Item	Adopted Item	Sources	Cronbach Alpha
1. I like to purchase products/services from this online store.	1. I like to purchase products/services from this online store.	Kaukab Abid Azhar & Muhammad Adnan Bashir (2018)	0.930
2. I am pleased with the experience of purchasing products/services from this online store.	2. I am pleased with the experience of purchasing products/services from this online store.		
3. I think purchasing products/services from this online store is a good idea.	3. I think purchasing products/services from this online store is a good idea.		
4. Overall, I am satisfied with the experience of purchasing products/services from this online store.	4. Overall, I am satisfied with the experience of purchasing products/services from this online store.		

Appendix A: Adopted and Adapted Items and Original Items (Continued)

iv) E-Loyalty

Original Item	Adapted Item	Sources	Cronbach Alpha
1. I seldom consider switching to another website.	1. I seldom consider switching to another online store.	Srinivasan, Rolph Anderson & Kishore Ponnnavolu (2002)	0.883
2. As long as the present service continues, I doubt that I would switch websites.	2. As long as the present service continues, I doubt that I would switch online store.		
3. I try to use the website whenever I need to make a purchase.	3. I try to use this online store whenever I need to make a purchase.		
4. When I need to make a purchase, this website is my first choice.	4. When I need to make a purchase, this online store is my first choice.		
5. I like using this website.	5. I like using this online store to purchase.		
6. To me this website is the best retail website to do business with.	6. To me this online store is the best store to do business with.		
7. I believe that this is my favorite retail website.	7. I believe that this is my favourite online store.		

Appendix B: Questionnaire



Effects of Perceived E-Service Quality, Customer Trust and E-Satisfaction on E-Loyalty in Malaysian E-Commerce Industry

Dear Respondents,

This survey is part of my Master thesis to study the effects of perceived e-service quality, customer trust and e-satisfaction on e-loyalty in Malaysia e-commerce industry. I am sincerely invite you to participate in this survey. It goal is to study the significant effects of perceived e-service quality, customer trust and e-satisfaction on e-commerce industry. This survey approximately take 5-10 minutes to complete. Information provided will be kept private and confidential as purely for academic purpose. I am appreciated your participation on take part in this survey. Your involvement making this research a success. If you have any queries or you are interested to know the outcomes of the research kindly contact me.

Yours Sincerely,

Ooi Min Jie
Master of Science (Management)
Universiti Utara Malaysia.

Dr. Chong Yen Wan
Supervisor
School of Business Management

Contact number: 012-5760393
Email: ooiminjie90@gmail.com

College of Business
Universiti Utara Malaysia.

Please based on your most recent experience of online purchasing for Section A, B

C and D

Section A: Perceived E-Service Quality

Please circle how strongly you agree or disagree with each of the following statement based on the Likert scale below:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

QUAL1	This online store has up-to-date website.	1	2	3	4	5
QUAL2	This online store's website is visually appealing.	1	2	3	4	5
QUAL3	This online store is neat in appearance.	1	2	3	4	5
QUAL4	The appearance of the online store is in keeping with the type of service provided.	1	2	3	4	5
QUAL5	When this online store promises to do something by a certain time, it does so.	1	2	3	4	5
QUAL6	When you have problems, this online store is sympathetic and reassuring.	1	2	3	4	5
QUAL7	This online store is dependable.	1	2	3	4	5
QUAL8	This online store provides its services at the time it promises to do so.	1	2	3	4	5
QUAL9	This online store keeps its records accurately.	1	2	3	4	5
QUAL10	This online store does not tell its customers exactly when services will be performed.	1	2	3	4	5

QUAL11	You do not receive prompt service from this online store.	1	2	3	4	5
QUAL12	This online store are not always willing to help customers.	1	2	3	4	5
QUAL13	This online store are too busy to respond to customer requests promptly.	1	2	3	4	5
QUAL14	You can trust this online store.	1	2	3	4	5
QUAL15	You can feel safe in your transactions with this online store.	1	2	3	4	5
QUAL16	Employees of this online store are polite.	1	2	3	4	5
QUAL17	Employees get adequate support from this online store to do their jobs well.	1	2	3	4	5
QUAL18	This online store does not give you individual attention.	1	2	3	4	5
QUAL19	This online store do not give you personal attention.	1	2	3	4	5
QUAL20	This online store do not know what your needs are.	1	2	3	4	5
QUAL21	This online store does not have your best interests at heart.	1	2	3	4	5
QUAL22	This online store does not have operating hours convenient to all their customers.	1	2	3	4	5

Section B: Customer Trust

Please circle how strongly you agree or disagree with each of the following statement based on the Likert scale below:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

CT1	This online store is an organization that can be trusted at all times.	1	2	3	4	5
CT2	This online store is an organization that is honest and truthful.	1	2	3	4	5
CT3	This online store is an organization that can be counted on to do what is right.	1	2	3	4	5
CT4	I have confidence in this online store as an organization.	1	2	3	4	5

Section C: E-satisfaction

Please circle how strongly you agree or disagree with each of the following statement based on the Likert scale below:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

SAT1	I like to purchase products/services from this online store.	1	2	3	4	5
SAT2	I am pleased with the experience of purchasing products/services from this online store.	1	2	3	4	5
SAT3	I think purchasing products/services from this online store is a good idea.	1	2	3	4	5
SAT4	Overall, I am satisfied with the experience of purchasing products/services from this online store.	1	2	3	4	5

Section D: E-loyalty

Please circle how strongly you agree or disagree with each of the following statement based on the Likert scale below:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

LOY1	I seldom consider switching to another online store.	1	2	3	4	5
LOY2	As long as the present service continues, I doubt that I would switch online store.	1	2	3	4	5
LOY3	I try to use this online store whenever I need to make a purchase.	1	2	3	4	5
LOY4	When I need to make a purchase, this online store is my first choice.	1	2	3	4	5
LOY5	I like using this online store to purchase.	1	2	3	4	5
LOY6	To me this online store is the best store to do business with.	1	2	3	4	5
LOY7	I believe that this is my favourite online store	1	2	3	4	5

Section E: Demographic Profile

Instruction: Please tick(√) or fill in appropriate space.

1. Gender:

Male	
Female	

2. Age:

20 to 29	
30 to 39	
Above40	

3. Salary per month:

RM1000 to RM3000	
RM3001 to RM5000	
Above RM5001	

4. Job Designation:

Top Management	
Middle Management	
Lower Management	
Unemployed	
Student	
Others	

5. Marital Status:

Married	
Single	
Divorce/widow	

End of questions. Thank you for your cooperation.

Appendix C: Raw Data SPSS

I. Demographic Profile

		Statistics				
		Gender	Age	Salary per month	Job Designation	Marital Status
N	Valid	390	390	390	390	390
	Missing	0	0	0	0	0
Mean		1.6179	1.3026	1.9564	3.1641	1.831
Std. Error of Mean		.02464	.02975	.04029	.07605	.0190
Median		2.0000	1.0000	2.0000	3.0000	2.000
Mode		2.00	1.00	2.00	2.00	2.0
Std. Deviation		.48651	.58757	.79565	1.50192	.3754
Variance		.237	.345	.633	2.256	.141
Skewness		-.487	1.800	.078	.784	-1.771
Std. Error of Skewness		.124	.124	.124	.124	.124
Kurtosis		-1.772	2.101	-1.415	-.592	1.143
Std. Error of Kurtosis		.247	.247	.247	.247	.247
Range		1.00	2.00	2.00	5.00	1.0
Maximum		2.00	3.00	3.00	6.00	2.0
Percentiles	25	1.0000	1.0000	1.0000	2.0000	2.000
	50	2.0000	1.0000	2.0000	3.0000	2.000
	75	2.0000	1.0000	3.0000	4.0000	2.000

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	149	38.2	38.2	38.2
	Female	241	61.8	61.8	100.0
Total		390	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29	298	76.4	76.4	76.4
	30-39	66	16.9	16.9	93.3
	40+	26	6.7	6.7	100.0
	Total	390	100.0	100.0	

Salary per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1000-3000	132	33.8	33.8	33.8
	3001-5000	143	36.7	36.7	70.5
	5001+	115	29.5	29.5	100.0
	Total	390	100.0	100.0	

Job Designation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Management	23	5.9	5.9	5.9
	Middle Management	142	36.4	36.4	42.3
	Lower Management	119	30.5	30.5	72.8
	Unemployed	15	3.8	3.8	76.7
	Student	36	9.2	9.2	85.9
	Others	55	14.1	14.1	100.0
	Total	390	100.0	100.0	

Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	66	16.9	16.9	16.9
	Single	324	83.1	83.1	100.0
	Total	390	100.0	100.0	

II. Reliability Test

a) Perceived E-Service Quality

Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.896	22

b) Customer Trust

Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.929	.930	4

c) E-Satisfaction

Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.930	4

d) E-Loyalty

Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.883	.886	7

III. Pearson Correlation

Correlations ^b		QUAL_mean	CT_mean	SAT_mean	LOY_mean
QUAL_mean	Pearson Correlation	1	.600**	.604**	.344**
	Sig. (2-tailed)		.000	.000	.000
CT_mean	Pearson Correlation	.600**	1	.827**	.610**
	Sig. (2-tailed)	.000		.000	.000
SAT_mean	Pearson Correlation	.604**	.827**	1	.733**
	Sig. (2-tailed)	.000	.000		.000
LOY_mean	Pearson Correlation	.344**	.610**	.733**	1
	Sig. (2-tailed)	.000	.000	.000	

** Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=390

IV. Multiple Linear Regression

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	SAT_mean, QUAL_mean, CT_mean ^b		Enter

a. Dependent Variable: LOY_mean

b. All requested variables entered.

Model Summary ^b				
Model	R	RSquare	Adjusted R Square	Std. Error of the Estimate
1	.744 ^a	.553	.550	.48927

a Predictors: (Constant), SAT_mean, QUAL_mean, CT_mean

b. Dependent Variable: LOY_mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.417	3	38.139	159.319	.000 ^a
	Residual	92.404	386	.239		
	Total	206.821	389			

a. Dependent Variable: LOY_mean

b. Predictors: (Constant), SAT_mean, QUAL_mean, CT_mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.891	.170		5.240	.000
QUAL_mean	-.213	.056	-.165	-3.777	.000
CT_mean	.059	.056	.065	1.043	.297
SAT_mean	.808	.065	.779	12.480	.000

a. Dependent Variable: LOY_mean

Casewise Diagnostics^a

Case Number	Std. Residual	LOY_mean	Predicted Value	Residual
5	-3.041	2.86	4.3453	-1.48811
79	-3.041	2.86	4.3453	-1.48811
153	-3.041	2.86	4.3453	-1.48811
227	-3.041	2.86	4.3453	-1.48811
301	-3.041	2.86	4.3453	-1.48811
375	-3.041	2.86	4.3453	-1.48811

a. Dependent Variable: LOY_mean

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.9767	4.5388	3.5593	.54234	390
Residual	-1.48811	.83860	.00000	.48738	390
Std. Predicted Value	-2.918	1.806	.000	1.000	390
Std. Residual	-3.041	1.714	.000	.996	390

a. Dependent Variable: LOY_mean



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